

### **Amendments to the Claims**

1. (Currently Amended) For an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions, the method comprising ~~the steps of:~~

automatically receiving, in a plurality of recognizer plug-ins, a string of text of the electronic document after the entire string of text has been entered in the electronic document;

in each of the plurality of recognizer plug-ins, annotating the string of text to determine a type label when the string includes any of a plurality of predetermined strings;

associating each label with the string of text, wherein the type labels are stored along with the electronic document; and

providing a list of actions that may be performed to purchase a product associated with the string of text, wherein the list of actions is dynamically generated for each type label and provided in response to a user selecting a dropdown menu associated with each type label.

2. (Original) The method of claim 1 wherein the plurality of predetermined strings comprises a plurality of product names.

3. (Canceled)

4. (Original) The method of claim 1 further comprising the steps of:

receiving an input indicating that one of the list of actions has been selected; and

in response, connecting a web browser associated with the electronic system to a web site associated with the selected action.

5. (Previously Presented) The method of claim 4 wherein an identifier of the user of the system is stored in association with each type label and wherein the method further comprises the steps of:

transmitting to the web site the identifier of the user of the system.

6. (Original) The method of claim 4 wherein an identifier of the user of the system is stored in association with the actions and wherein the method further comprises the steps of:

transmitting to the web site the identifier of the user of the system.

7. (Original) The method of claim 5 wherein in response to identifying the user providing a discount offer to the user.

8. (Previously Presented) The method of claim 1 further comprising the steps of providing a coupon for the product in the each type label.

9. (Original) The method of claim 8 wherein the coupon comprises a coupon identification.

10. (Original) The method of claim 8 wherein the coupon comprises a coupon identification and a discount value and further comprising the step of sending the coupon to the web site.

11. (Original) The method of claim 10 wherein the coupon further comprises a begin date and an end date.

12. (Currently Amended) A method for providing an electronic coupon to a user of an electronic document, the method comprising ~~the steps of:~~

using each of a plurality of recognizer modules to determine a number of strings in a database that match at least one string in the electronic document;

labeling the matched strings in the electronic document associated with each of the plurality of recognizer modules, wherein the label is stored along with the electronic document;

providing a plurality of actions in association with the recognized strings;

determining whether the number of recognized strings exceeds a predetermined minimum; ~~and~~

if so, then providing a coupon as one of the plurality of actions; and

determining whether the at least one string in the electronic document has been edited after using each of the plurality of recognizer modules to determine whether each of the plurality of recognizer modules are used on the number of strings in a subsequent instance.

13. (Original) The method of claim 12 wherein the strings in the database comprise names of consumer products.

14. (Currently Amended) A method for providing an affiliate program for electronic commerce, wherein a user is rewarded for referring business to a website, the method comprising ~~the steps of:~~

using a each of a plurality of recognizer modules to determine in an electronic document strings that match at least one string in a database; ~~and~~

applying a semantic category associated with each of the plurality of recognizer modules to each of the matched strings in the electronic document, wherein the semantic category comprises a type label identifying the type of the matched string and an affiliate number identification, wherein the affiliate number identification is associated with the user of the electronic document; and

determining whether the electronic document strings have been edited after using each of the plurality of recognizer modules to determine whether each of the plurality of recognizer modules are used on the electronic document strings in a subsequent instance.

15. (Original) The method of claim 14 further comprising the steps of determining that an action associated with the semantic category has been selected and sending the affiliate number identification to the website.

16. (Currently Amended) A computer-implemented method for purchasing a plurality of items from an e-commerce retailer comprising ~~the steps of:~~

identifying the plurality of items in an electronic document, wherein the step of identifying the plurality of items in an electronic document is performed by a plurality of recognizer modules on a user's computer, wherein each of the plurality recognizer modules receives the plurality of items, annotates the plurality of items to determine a label, and associates each label with the plurality of items, wherein the plurality of items are identified as matching at least one term in a product database, and wherein the plurality of items are already entered in the electronic document prior to being identified;

providing, in association with at least one of the identified plurality of items, an action to buy all of the identified plurality of items, wherein the action is associated with a dynamically generated list of actions;

receiving an indication that the action has been selected;

sending a list of the identified plurality of items to a website associated with the e-commerce retailer; and

sending an indication to buy all of the identified plurality of items to a website associated with the e-commerce retailer.

17. (Canceled)

18. (Original) The method of claim 16 wherein the product database is stored on the user's computer and wherein the product database comprises a list of product titles and product names found on the website associated with the e-commerce retailer.

19. (Currently Amended) A computer-implemented method for using a recommendation e-mail from an e-commerce retailer to a computer, comprising ~~the steps of:~~

receiving an e-mail from the retailer, wherein the e-mail comprises a product name of a product for sale by the retailer;

cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database, wherein the step of cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database is performed by a plurality of recognizer modules on the computer;

if so, then labeling the product name with a type label associated with each of the plurality of recognizer modules, wherein the type label is stored along with one of the e-mail and an associated document;

cross-referencing each type label with a plurality of actions to determine which actions match each type label;

listing the matching actions in association with the product name to provide a user of the computer with a number of different actions, wherein the list is dynamically generated by examining a registry to determine installed actions.

20. (Canceled)

21. (Previously Presented) The method of claim 19 wherein the steps of cross-referencing each type label with a plurality of actions to determine which actions match each type label and listing the matching actions in association with the product name to provide a user of the computer with a number of different actions are performed by an action module on the computer.

22. (Canceled)

23. (Currently Amended) For an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions, the method comprising ~~the steps of:~~

automatically receiving, in a plurality of recognizer plug-ins, a string of text of the electronic document;

in each of the plurality of recognizer plug-ins, annotating the string of text to determine a type label when the string includes any of a plurality of predetermined strings, wherein the predetermined strings are a plurality of strings associated with shopping;

associating each type label with the string of text, wherein the type labels are stored along with the electronic document; and

providing a list of actions associated with each type label that may be performed to navigate to a retailer's website associated with the string of text, wherein the list of actions is dynamically generated using a registry and an action dynamic linked library (DLL).

24. (Original) The method of claim 23 wherein the plurality of strings associated with shopping comprises variants of the strings "buy" and "sell".

25. (Original) The method of claim 23 wherein the plurality of strings associated with shopping comprises commerce-related strings.

26. (Canceled)

27. (Canceled)

28. (Currently Amended) A computer-implemented method for recognizing a product string in an electronic document, the method comprising ~~the steps of:~~

in each of a plurality of recognizer program modules, determining whether a product string in the electronic document matches at least one string in a recognizer database;

if so, then labeling the product string with a semantic category associated with each of the plurality of recognizer program modules, wherein the semantic category comprises a type label and a globally unique product identifier (GUID), wherein the type label is stored along with the electronic document, and wherein the GUID uniquely identifies the recognition event of the product string; and

determining whether the product string in the electronic document has been edited after using each of the plurality of recognizer program modules to determine whether each of the plurality of recognizer program modules are used on the product string in the electronic document in a subsequent instance.

29. (Canceled)

30. (Original) The method of claim 28 further comprising the steps of:  
displaying a number of actions in association with the semantic category;  
in response to the selection of one of the actions, sending the GUID to a website  
of a retailer.

31. (Original) The method of claim 30 further comprising the steps of tracking  
the GUID at the retailer's website to determine the number of times the GUID has been  
used.